

## Message Text

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E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: JANUARY SHOW FINAL REPORT

REF: STATE A-6316 AUGUST 9

1. AVIONICS AND AIRPORT EQUIPMENT EXHIBITION
2. USTC MILAN, JANUARY 14-18, 1975
3. TWENTY-ONE EXHIBITORS
4. SALES DURING SHOW: \$52,000
5. SALES PROJECTED DURING NEXT 12 MONTHS:
  - A) NTM - \$515,000
  - B) OTM - \$16,059,000
6. THREE EXHIBITORS SOUGHT EXREPS
7. NO EXREPS APPOINTED DURING SHOW
8. TWELVE EXREPS AND THREE JOINT VENTURE AGREEMENTS EXPECTED TO BE SIGNED DURING NEXT TWELVE MONTHS.
9. N/A
10. TOTAL 423 REGISTERED VISITORS.
11. A) KING RADIO CORP., OLATHE, KANSAS. OTM. EXHIBITING ITS RANGE OF GENERAL AVIATION AIRBORNE AVIONICS. EXPECTS TO SELL \$10,000,000 DURING THE NEXT 12 MONTHS WITH THE POSSIBLE APPOINTMENT OF FIVE NEW DISTRIBUTORS DURING THE SAME TIME PERIOD. CLEARED
- B) AEROSPACE SYSTEMS INC., BURLINGTON, MASS. NTM. REPRESENTING AND PROMOTING TECHNICAL, ENGINEERING AND COMPUTER PROGRAMS,

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EXPECTS SALES OF \$50,000 DURING NEXT TWELVE MONTHS. EXPECTS

TO SIGN THREE REPRESENTATION AND TWO JOINT VENTURE AGREEMENTS DURING NEXT TWELVE MONTHS, AS WELL AS PENETRATING FOUR NEW MARKETS. CLEARED

C) BENDIX INTERNATIONAL, NEW YORK, N.Y. OTM. EXHIBITING AIRBORNE AVIONICS PRODUCTS EXPECTS TO SELL \$1,000,000 DURING THE NEXT YEAR. MR. MICHAEL KIEKLAK, MARKETING ENGINEER WROTE: "EXCELLENT SHOW AND MET MOST OF THE ITALIAN TECHNICAL AND PURCHASING PEOPLE INTERESTED IN OUR PRODUCTS, WHICH SAVED US CONSIDERABLE TIME AND EFFORT..." CLEARED

D) SERVO CORP. OF AMERICAN, HICKSVILLE, NEW YORK. NTM EXHIBITING ITS DIRECTION FINDER. EXPECTS SALES OF \$100,000 DURING THE NEXT 12 MONTHS. MR. CALUDE SHABETAI, INTERNATIONAL SALES MANAGER, WROTE: "EXCELLENT EXPOSURE, WELL ORGANIZED AND WORTHWHILE..." CLEARED

12. THIS EXHIBITION WITH 21 PARTICIPANTS REPRESENTING PRODUCTS FO 27 U.S. AVIONICS AND AIRPORT EQUIPMENT MANUFACTURERS PRODUCED MTC'S SECOND HIGHEST TWELVE MONTH SALES PROJECTION - \$16,574,000. REGISTERED ATTENDANCE OF 423 INCLUDED BLUE RIBBON REPRESENTATIVES FROM VIRTUALLY EVERY MAJOR ITALIAN BUYING ENTITY IN AVIATION FIELD. PROMOTION OF SHOW WAS CENTERED ON TECHNICAL SEMINAR FEATURING MR. DAVID ISRAEL, ACTING ASSOCIATE ADMINISTRATOR FOR ENGINEERING AND DEVELOPMENT, FEDERAL AVIATION ADMINISTRATION. WEDS. JANUARY 15 MR. ISRAEL AND OTHER SPEAKERS SPOKE BEFORE STANDING ROOM ONLY AUDIENCES WHOLE DAY. WITH ONLY THREE NTM FIRMS ACTIVELY SEEKING REPRESENTATION, AGENT TURNOUT WAS IMPRESSIVE WITH TOTAL 35 LEADS OBTAINED AND 12 APPOINTMENTS EXPECTED DURING YEAR. ADDITIONALLY THREE JOINT VENTURE AGREEMENTS ARE EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS. EXHIBITORS AND VISITORS ALIKE WERE PLEASED EXHIBITION WITH SOME EXHIBITORS INDICATING THAT THREE DAYS (ONE DAY EITHER SIDE OF SEMINARY DAY) WOULD HAVE BEEN SUFFICIENT.FINA

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